



Approved Food List

Effective October 2022



Important Notes

Know Before You Go

Know what benefits you have on your card. You can see your benefits in any of the following ways:

- The shopping list provided by your WIC local agency.
- Ask the store for a printout of your benefit balance.
- Use the WICShopper application to see benefits on your card.
- Review the ending balance receipt from your most recent WIC purchase.



Authorized Retailer

800-835-5465

This institution is an equal opportunity provider.



- Shop only at authorized WIC retailers that are identified with the decal.
- Available foods will vary by retailer.
- Keep your receipts after purchases.
- WIC foods and formula cannot be returned or exchanged for cash, credit or other items.
- Never sell, trade or give away WIC foods. This is considered fraud.

Know Before You Go

Milk

Milk

- Any brand (store brands recommended)
- Quart, half gallon, gallon
- Nonfat (skim), low-fat (½%, 1%)
- Reduced fat (2%), whole



Nonfat Dry Milk

- Store brand
- 1 lb 9.6 oz or 25.6 oz package (makes 8 quarts)
- 9.6 oz package (makes 3 quarts)



Cultured Buttermilk

- Any brand
- Quart or half gallon

Lactose Free Milk

- Any brand
- Half gallon
- Nonfat (skim), low-fat (½%, 1%)
- Reduced fat (2%), whole
- Plain or unflavored

Evaporated Milk

- Store brand
- 12 oz can
- Nonfat (skim), whole



Goat Milk

- Meyenberg brand
- Whole evaporated (12 oz can)
- Nonfat powder (12 oz pouch)



Not Allowed:

- Extra skim
- Filled milk
- Flavored
- Glass bottles
- Milk beverages made from nut, coconut, rice, oat and other grains
- Milk substitutes
- Organic
- Raw or unpasteurized
- Sweetened condensed

8 oz = 1 cup
 16 oz = 1 pound
 32 fluid oz = 1 quart
 64 fluid oz = 1/2 gallon
 128 fluid oz = 1 gallon

Soy Milk, Cheese, Tofu

Soy Milk

Allowed:

- Half gallon



Original



Original



Original, Vanilla

Not Allowed:

- Artificial sweeteners
- Flavors other than vanilla
- Light
- Organic

Domestic Cheese

Allowed:



- Store brand
- Block, shredded, sliced, string/sticks or bars
- 8, 16 and 32 oz packages
- Regular, fat-free or low-fat
- Marbled or blends of approved cheese varieties
- Domestic cheese only:
 - American
 - Brick
 - Cheddar - all varieties
 - Colby, Colby Jack, Monterey Jack
 - Mozzarella (part-skim or whole)
 - Muenster
 - Provolone
 - Swiss

Not Allowed:

- Added flavors (peppers, wine, smoke flavoring, etc.)
- Cheese additives
- Cheese food products, spreads
- Crumbled, cubed or grated
- Cholesterol-reduced
- Deli cheese or deli slices
- Organic
- Queso blanco, Queso fresco
- Imported

Tofu

Allowed:



- Firm Tofu (16 oz)



- Extra Firm, Medium and Soft Tofu (16 oz)



- Silken Tofu Organic (16 oz)

Yogurt

Allowed:

- Buy only the fat type specified on benefit
- Nonfat, low-fat, whole fat
- 32 oz containers (quart)
- Multiple packs (totaling 16 or 32 oz)
- Approved flavors only

*Greek-style approved in select brands



Not Allowed:

- Added mixed-in ingredients
- Drinkable
- Organic

Eggs

Allowed:

- Any brand
- White or brown
- 1 dozen carton
- Large or medium, grade A or AA



Not Allowed:

- Cage-free or free-range
- Eggs with enriched levels of omega 3 fatty acids, vitamins or minerals
- Fertile
- Low cholesterol
- Organic
- Other specialty

Peanut Butter

Allowed:

- Any brand
- 16-18 oz container
- Regular or reduced-fat
- Creamy or chunky
- Salted or unsalted



Not Allowed:

- Mixtures with chocolate, honey, jams, jellies, marshmallows or similar ingredients
- Organic

Canned Beans

Allowed:

- Any brand of plain variety beans
- Any brand of fat-free refried beans
- 15-16 oz can
- Regular or low sodium



Not Allowed:

- Baked
- Soup or mixed
- Organic
- Seasoned

Dry Beans, Peas, Lentils

Allowed:

- Store brand
- 16 and 32 oz package
- Any variety of plain

Not Allowed:

- Organic
- Seasonings or flavors

Cold Cereals

Cold Cereals

Allowed:

12 to 36 oz boxes or bags



- Corn Flakes
- Crisp Rice
- Frosted Shredded Wheat*
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Frosted Shredded Wheat*
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Frosted Shredded Wheat*
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Corn Squares
- Crispy Hexagons
- Crisp Rice
- Crunchy Oat Cereal*
- Crunchy Wheat Squares*
- Frosted Shredded Wheat*
- Frosted Shredded Wheat with Strawberry Cream*
- Honey and Oat Clusters
- Multigrain Toasted Oats*
- Nutty Nuggets*
- Oat Bundles*
- Rice Squares
- Toasted Oats*



- Bran Flakes*
- Corn Crisp
- Corn Flakes
- Crisp Rice
- Crispy Hexagons
- Frosted Shredded Wheat*
- Frosted Shredded Wheat Maple & Brown Sugar*
- Frosted Shredded Wheat Strawberry Cream*
- Happy O's*
- Rice Crisps
- Wheat Crisps*
- Wheat Flakes*

***Whole Grain**

Cold Cereals



- Bran Flakes*
- Corn Flakes
- Corn Squares
- Crisp Rice
- Frosted Shredded Wheat*
- Honey and Oats with Honey and Oat Clusters
- Oatmeal Squares*
- Rice Squares
- Toasted Oats*
- Twin Grain Crisp
- Wheat Squares*



- Bran Flakes*
- Corn Flakes
- Corn Squares
- Crunchy Nuggets*
- Crunchy Oat Squares*
- Frosted Shredded Wheat*
- Multi-Grain O's*
- O's Oats*
- Rice Squares
- Wheat Squares*



- Balanced Living*
- Bran Flakes*
- Corn Flakes
- Fiber Nuts*
- Frosted Shredded Wheat*
- Multigrain Tasteos*
- Tasteos*
- Toasted Corn
- Toasted Rice
- Toasted Wheat*



- Cheerios Multigrain*
- Cheerios Original*
- Corn Chex
- Kix Berry Berry*
- Kix Honey*
- Kix Original*
- Rice Chex
- Total Whole Grain Flakes*
- Wheaties*
- Wheat Chex*



- Bran Flakes*
- Corn Flakes
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Corn Squares
- Crispy Rice
- Frosted Shredded Wheat*
- Nutty Nuggets*
- Rice Squares
- Tasteos*

***Whole Grain**

Cold Cereals



- All-Bran Complete Wheat Bran Flakes*
- Corn Flakes
- Corn Flakes Cinnamon
- Crispix
- Frosted Mini-Wheats Blueberry*
- Frosted Mini-Wheats Cinnamon Roll*
- Frosted Mini-Wheats Pumpkin Spice*
- Frosted Mini-Wheats Strawberry*
- Frosted Mini-Wheats Little Bites*
- Frosted Mini Wheats Original*
- Rice Krispies
- Special K Original



- Bran Flakes*
- Corn Flakes
- Frosted Shredded Wheat*
- Rollin Oats*



- Corn Bitz
- Corn Flakes
- Crispy Rice
- Nutty Nuggets*
- Oat Squares*
- Rice Bitz
- Toasted Oats*



- Crispy Rice
- Frosted Mini Spooners*
- Strawberry Cream Mini Spooners*



- Frosted Shredded Wheat*
- Toasted Oats*
- Wheat Bran Flakes*

***Whole Grain**

Cold Cereals



- Grape Nuts Flakes*
- Grape Nuts Original*
- Honey Bunches of Oats Honey Roasted*
- Honey Bunches of Oats with Cinnamon Bunches*
- Honey Bunches of Oats with Vanilla Bunches*



- Life Multigrain – Original*
- Life Multigrain – Vanilla*
- Oatmeal Squares – Brown Sugar*
- Oatmeal Squares – Cinnamon*
- Oatmeal Squares – Honey Nut*



- Corn Biscuits
- Corn Flakes
- Frosted Shredded Wheat*
- Rice Biscuits
- Tasteeos*
- Wheat Bran Flakes*



- Corn Flakes



- Bran Flakes*
- Corn Flakes
- Crisp Rice
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Corn Squares
- Crisp Rice
- Essential Choice Wheat and Crunchy*
- Frosted Shredded Wheat*
- Oat Squares*
- Oat Wise*
- Rice Squares
- Toasted Oats*
- Twin Grain Crisp
- Wheat Squares*

***Whole Grain**

Hot Cereals

Hot Cereals

Allowed:

12 to 36 oz boxes or bags



- Creamy Wheat Enriched Farina
- Original Instant Grits
- Original Instant Oatmeal*



- Cream of Rice
- Cream of Rice Instant



- Grits Original Flavor
- Regular Instant Oatmeal*



- Creamy Wheat Farina
- Original Instant Grits
- Regular Instant Oatmeal*



- Creamy Wheat Enriched Farina



- Original Instant Oatmeal*



- Cream of Wheat Original 1 Minute
- Cream of Wheat Original 2 1/2 Minutes
- Cream of Wheat Original Instant
- Whole Grain Cream of Wheat*
- Whole Grain Cream of Wheat Instant*



- Original Instant Oatmeal*



- Original Instant Oatmeal*

Hot Cereals



- Original Hot Wheat Cereal
- Original Instant Oatmeal*



- Original Instant Grits
- Original Instant Oatmeal*



- Creamy Wheat Enriched Farina
- Original Instant Oatmeal*



- Creamy Wheat Enriched Farina
- Regular Instant Oatmeal*

Bread

Allowed:

- 12, 16, 20 and 24 oz package
- 100% whole wheat or whole grain plain sliced breads, hamburger and hot dog buns



Whole Wheat Tortillas

Allowed:

- 16 oz package



Corn Tortillas

Allowed:

- 16 oz package
- White or yellow soft corn



Whole Wheat Pasta

Allowed:

- 16 oz package
- Any shape

Not Allowed:

- Added sugars, fats, oils, salt
- Organic



Brown Rice

Allowed:

- Store brand
- 14 oz package (instant)
- 16 and 32 oz package (regular)
- Long, medium, short grain

Not Allowed:

- Organic



Oats

Allowed:

- Store brand
- Plain quick, regular and old fashioned
- 18 oz package

Not Allowed:

- Steel cut
- Organic



100% Juice - For Women

Allowed:

- 11.5-12 oz frozen concentrate



Apple, Orange



Apple, Orange



Apple, Grape, Orange



Apple, Grape, Orange



Apple, Grape, Orange



Apple, Grape, Orange



Apple, Orange



Apple, Orange



Apple, Grape, Orange, Pineapple



Apple, Apple Cherry, Apple Cranberry, Apple Kiwi Strawberry, Apple Passion Mango, Apple Raspberry, Apple Strawberry Banana, Berry Blend, Blueberry Pomegranate, Cherry Pomegranate, Citrus Blend, Cranberry Blend, Cranberry Pomegranate, Cranberry Raspberry, Grape, Orange, Pineapple, Pineapple Orange, Pineapple Orange Banana, White Grape



Apple



Apple, Orange



Orange

100% Juice - For Children

Allowed:

- 64 oz container (half gallon)

Not Allowed:

- Organic
- Juice cocktails or juice drinks



Apple, Grape, Orange



Apple, Berry, Cherry, Grape, Grapefruit, Pineapple, Punch, Tomato, Vegetable, White Grape



Apple, Orange



Apple, Grape, Orange, Pineapple, Tomato, Vegetable, White Grape



Apple, Cranberry, Cranberry Apple, Cranberry Grape, Cranberry Pomegranate, Cranberry Raspberry, Punch, White Grape



Apple, Grape, Orange, Pineapple, Tomato, Vegetable, White Grape



Apple, Apple Cider, Cranberry, Grape, Grape Blend, Orange, Pineapple, Tomato, Vegetable, White Grape



Apple, Cranberry Grape, Cranberry Pomegranate, Grape, Mango, Orange, Pear, Pineapple, Tomato, Vegetable, White Grape, White Grape Peach

100% Juice - For Children



100% Juice - For Children



Apple, Grape, Orange,
Pineapple, Tomato, Vegetable,
White Grape



Apple, Grape, Orange,
Pineapple, Tomato,
Vegetable, White Grape



Apple, Grape, Orange,
Pineapple, Vegetable,
White Grape, White
Grape Peach



Pineapple



Apple, Grape,
Pineapple, White Grape



Apple, Apple Cherry,
Apple Mango, Apple
White Grape



Apple, Cranberry Apple,
Cranberry Raspberry, Grape,
Just Juice Apple, Just Juice
Berry, Just Juice Grape, Orange,
Pineapple, Tomato, Vegetable,
White Grape



Apple, Apple Raspberry, Berry,
Cherry, Cranberry Apple, Fruit
Punch, Grape, Kiwi Strawberry,
Mango, Orange, Orange Tangerine,
Peach Apple, Strawberry Banana,
Strawberry Watermelon, Tropical,
White Grape



Langers. It's in the Juice.

Apple, Apple Berry Cherry, Apple
Cranberry, Apple Grape, Apple
Orange Pineapple, Apple Peach
Mango, Grape, Orange, Red Grape,
Pineapple, Pineapple Orange,
Tomato, Vegetable, White Grape



Apple, Cranberry Grape,
Grape, Vegetable, White Grape



Blueberry Blackberry, Cranberry,
Cranberry Blackberry, Cranberry
Grape, Cranberry Pomegranate,
Cranberry Raspberry,
Pomegranate Blueberry

100% Juice - For Children



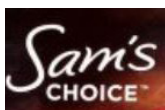
Apple, Cranberry, Cranberry Blackberry, Cranberry Cherry, Cranberry Elderberry, Cranberry Grape, Cranberry Mango, Cranberry Pineapple, Cranberry Pomegranate, Cranberry Raspberry, Cranberry Watermelon, Grape



Apple, Apple Cranberry, Berry Blend, Black Cherry Cranberry, Blueberry Pomegranate, Cherry, Cherry Pomegranate, Citrus Blend, Cranberry Pomegranate, Grape, Kiwi Strawberry, Orange, Orange Tangerine, Peach Mango, Strawberry Watermelon, Superfruit, Tropical, White Grape



Apple, Grape, Orange, Vegetable, White Grape



Apple



Apple, Grape, Orange, Pineapple, Tomato, Vegetable, White Grape



Apple



Orange



Grape



Apple, Grape, Orange, Vegetable



Grape, Orange Pineapple Apple Red Grape, White Grape, White Grape Cherry, White Grape Peach



100% Juice - For Children

Fruit

Fruit

Allowed:

- Any brand and variety of whole or cut, fresh or frozen fruit
- Mixed fruits
- Fruit packed in juice or with added fruit juice concentrate, artificial sweeteners or water
- Organic

Not Allowed:

- Salad bar or deli servings
- Dried or canned fruit or fruit roll ups
- Added sugars*, salt, caramel, chocolate or yogurt
- Fruit baskets or party trays
- Added ascorbic acid (in addition of a flavor solution) sold in the refrigerated case
- Nuts or fruit-nut mixtures
- Ornamental or decorative fruit
- Frozen smoothie mixes

*Added sugars include: corn syrup, dextrose, high-fructose corn syrup, honey, maltose, maple syrup and sucrose.

Tip: Take fresh fruits and vegetables to the register to check if it is WIC-approved. WICShopper app does not capture all approved produce.



Vegetables

Allowed:

- Any brand and variety of whole or cut, fresh or frozen vegetables
- Bagged lettuce, head lettuce and salad greens
- Fresh garlic and fresh ginger
- Frozen beans and peas
- Plain or steamable vegetables and mixed vegetables
- Regular or lower-in-sodium frozen vegetables
- Organic

Not Allowed:

- Dried or canned
- Salad bar or deli servings
- Herbs or spices other than fresh garlic and fresh ginger
- Vegetable baskets or party trays
- Added sugars*
- Added salad dressings, cheese or croutons
- Added breading, creams, marinades or sauces
- Added seasonings, fats or oils
- Added pasta, rice, fish, meat or poultry
- Ornamental or decorative vegetables (chili peppers or garlic on a string, gourds, Indian corn or carving pumpkins)
- Diced potatoes, french fries, hash brown patties, potato rounds, shredded hash browns or tator tots with added fats, oils, seasonings or sugars*

*Added sugars include: corn syrup, dextrose, high-fructose corn syrup, honey, maltose, maple syrup and sucrose.



Infant Food

Infant Cereals

Allowed:

- 8 or 16 oz container, dry, plain
- Organic



Gerber.

Golden Corn,
Multigrain, Oatmeal

Multigrain,
Oatmeal, Rice

Barley, Multigrain, Oatmeal,
Oatmeal Millet Quinoa,
Rice, Whole Wheat

Not Allowed:

- Added DHA/ARA
- Added cinnamon, dried fruit, nuts, yogurt

Infant Fruit and Vegetables

Allowed:

- Any size including variety packs
- Any fruit or mixed fruit
- Any mixed fruit and vegetable
- Any vegetable or mixed vegetable
- Organic



Not Allowed:

- Added cereal, cinnamon, DHA and/or probiotics, flour, grains, pasta, rice, salt, seasonings or sugar
- Dinners or added meats
- Pouches



Gerber.



Fresh Fruit and Vegetables

- Fresh fruit and vegetables are allowed for infants if issued.

Infant Formula

- Quantity, brand, type and size as issued.

For Fully Breastfeeding Infants

Infant Meats

Allowed:

- 2.5 oz container
- Variety and multiple packs (2.5 oz)
- Organic

Not Allowed:

- Added DHA/ARA
- Dinners
- Meat and fruit combination
- Meat and vegetable combination



Gerber



Infant meats are an extra benefit for fully breastfed infants.

For Fully Breastfeeding Mothers

Light Tuna

Allowed:

- 5 oz can in single or multiple packs
- Any brand
- Water packed
- Regular or low sodium

Not Allowed:

- Added flavor, seasonings, sauce
- Foil pouches
- Individual serving containers
- White or albacore tuna

Salmon

Allowed:

- 5 or 6 oz can in single or multiple packs
- 14.75 or 15 oz can
- Any brand
- Water packed

Not Allowed:

- Added flavor, seasonings, sauce
- Foil pouches
- Individual serving containers
- Smoked

Sardines

Allowed:

- 3.75 oz can in single or multiple packs
- Any brand
- Tomato or mustard sauce
- Water packed

Not Allowed:

- Added flavors or seasonings, other than tomato or mustard sauce
- Fish steaks
- Foil pouches
- Individual serving containers
- Smoked

MO WIC on the WICShopper App

Download the WICShopper app today!

You will be able to:

- View benefits loaded on your eWIC card.
- Scan an item's UPC (barcode) to identify WIC-approved food items before checking out.
- Calculate your cereal benefits to see what combination of cereals you can buy.
- Send a message to the Missouri WIC state agency if you can't buy a WIC-approved item.
- Get notifications of Missouri WIC updates.
- Track your WIC purchases.



It's as easy as...

1. Install the free WICShopper app from Google Play or the Apple Store.
2. Select Missouri for your WIC provider.
3. Register your card using the 16-digit number on the front of your card.

Questions? Talk to your WIC local agency staff for more details.



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

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WIC and Nutrition Services
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Individuals who are deaf, hard-of-hearing, or have a speech disability can dial 711 or 800-735-2966.

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